

Scopus (/home.uri?zone=header&origin=searchbasic)

Document details

[Back to results \(https://www.scopus.com/results/results.uri?sort=plf-](#)[f&src=s&st1=An+approach+to+Islamic+consumerism&st2=&sid=E811C65FA90127902DB14D0AFD609A57.wsnAw8kcdt7IPYLO0V48gA%3a940&sot=rec&sdt=citedreferences&sl=23&rs=EID%282-9&origin=recordpage&citeCnt=1&citingId=2-s2.0-85021705223\)](#)

1 of 1

[Export](#) [Download](#) [Print](#) [E-mail](#) [Save to PDF](#) [Add to List](#) [More...](#)Intellectual Discourse (<https://www.scopus.com/sourceid/5600156881?origin=recordpage>)
Volume 25, Issue 1, 2017, Pages 137-154[Open Access](#)

An approach to Islamic consumerism and its implications on marketing

mix (Article)

Haque, A.^a (<https://www.scopus.com/authid/detail.uri?authorId=46461377600&eid=2-s2.0-85021705223>) [✉](#)

(mailto:ahasanul@iium.edu.my),

Shafiq, A.^b (<https://www.scopus.com/authid/detail.uri?authorId=56803655700&eid=2-s2.0-85021705223>) [✉](#)

(mailto:ali.shafiq@taylors.edu.my),

Maulan, S.^a (<https://www.scopus.com/authid/detail.uri?authorId=37661688100&eid=2-s2.0-85021705223>) [✉](#)

(mailto:suharni@iium.edu.my)

^aFaculty of Economics and Management Sciences, International Islamic University, Malaysia^bTaylor's Business School, Taylor's University, Malaysia

Abstract

[View references \(51\)](#)

This paper discusses consumerism movement from the Islamic point of view, which implies that all the marketing activities should be done in order to satisfy the consumers while adhering to the tenets of Islamic ethical system. In line with this, the paper then discusses the significance and practicality of Islamic marketing and how the traditional marketing mix can be translated into the Islamic marketing mix. Specific elements of the marketing mix are discussed in light of Islamic injunctions. Maqāsid al-Shari'ah (Shariah-based objective), Qawa'id Al-Fiqhiya (Islamic legal maxims/principles) and Usul Al-Fiqh (Islamic scholars' judgments) are the main sources to approach the Islamic consumerism and its implementations on marketing mix, where these sources help find consumers' rights that could show ways of marketing mix or program of product, price, place, promotion and people. This theoretical paper that holds both academic and practical significance for the need of Islamic marketing is eminent to gain a firm foothold in Muslim markets. Copyright © IIUM Press.

Author keywords

Consumerism Islamic ethical system Islamic marketing Islamic marketing mix Maqāsid al-Shari'ah

ISSN: 01284878

Source Type: Journal

Original language: English

Document Type: Article

Publisher: International Islamic University Malaysia

References (51)

format > (<https://www.scopus.com/search/submit/references.uri?sort=plf->[811C65FA90127902DB14D0AFD609A57.wsnAw8kcdt7IPYLO0V48gA%3a940&sot=rec&sdt=citedreferences&sl=23&rs=EID%282-9&origin=recordpage&citeCnt=1&citingId=2-s2.0-85021705223\)](#)☐ All [Export](#) [Print](#) [E-mail](#) [Save to PDF](#) [Create bibliography](#)☐ 1 Abdullah, K.(2008) *Marketing Mix from an Islamic Perspective*. Cited 5 times (<https://www.scopus.com/search/submit/citedby.uri?eid=2-s2.0-85021705223&refeid=https://www.scopus.com/authid/detail.uri?authorId=46461377600&eid=2-s2.0-85021705223&origin=recordpage&authorId=56803655700>)
Kuala Lumpur, Malaysia: Pearson Prentice-Hall

Metrics

0 Citations

0 Field-Weighted

Citation Impact

Cited by 0 documents

Inform me when this document is cited in Scopus:

[Set citation alert > \(/alert/form/documen](#)[Set citation feed > \(/results/rss/handler.u](#)

Related documents

The advertising standardisation debate revisited: Implications of Islamic ethics on standardisation/localisation of advertising in Middle East Islamic States (<https://www.scopus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-84962549946&citeCnt=0&noHighlight&src=s&st1=An+approach+to+Islamic+consumerism&st2=&sid=E811C65FA90127902DB14D0AFD609A57.wsnAw8kcdt7IPYLO0V48gA%3a940&sot=rec&sdt=citedreferences&sl=23&rs=EID%282-9&origin=recordpage&citeCnt=1&citingId=2-s2.0-85021705223>)
Turnbull, S.
(<https://www.scopus.com/authid/detail.uri?origin=recordpage&authorId=562159>)
, Howe-Walsh, L.
(<https://www.scopus.com/authid/detail.uri?origin=recordpage&authorId=354237>)
, Boulanouar, A.
(<https://www.scopus.com/authid/detail.uri?origin=recordpage&authorId=567366>)
(2016) *Journal of Islamic Marketing*

Multiple halal logos and Malays' beliefs: A case of mixed signals (<https://www.scopus.com/record/display.uri?origin=recordpage&zone=relatedDocuments&eid=2-s2.0-84940206570&citeCnt=0&noHighlight&src=s&st1=An+approach+to+Islamic+consumerism&st2=&sid=E811C65FA90127902DB14D0AFD609A57.wsnAw8kcdt7IPYLO0V48gA%3a940&sot=rec&sdt=citedreferences&sl=23&rs=EID%282-9&origin=recordpage&citeCnt=1&citingId=2-s2.0-85021705223>)
Shafiq, A.
(<https://www.scopus.com/authid/detail.uri?origin=recordpage&authorId=568036>)
, Haque, A.K.M.
(<https://www.scopus.com/authid/detail.uri?authorId=46461377600&eid=2-s2.0-85021705223&refeid=https://www.scopus.com/authid/detail.uri?authorId=56803655700>)
, Omar, A.
(<https://www.scopus.com/authid/detail.uri?origin=recordpage&authorId=354237>)